



United States Bankruptcy Code in the United States Bankruptcy Court, Eastern District of New York (the "Bankruptcy Petition").

3. At the time the bankruptcy petition was filed, Form U-4 provided, in relevant part, as follows:

23K. Within the past 10 years:

(1) have you made a compromise with creditors, filed a bankruptcy petition or been the subject of an involuntary bankruptcy petition?

\* \* \*

23M. Do you have any unsatisfied judgments or liens against you?

4. As of September 29, 1999, the date of the most recent amended U-4 prior to the filing of the Bankruptcy Petition, Seferian responded "no" to both of those questions. Between December 7, 1999 and January 8, 2004, Seferian filed 26 amended Form U-4's in connection with his employment with Continental, failing to update his answer to these questions on every occasion.
5. On January 30, 2004, Seferian filed a relicense Form U-4 with the Bureau in connection with his new employment at Ehrenkrantz. While Section 23 had been changed to Section 14, the questions regarding bankruptcy and unsatisfied judgments remained the same. Seferian once again responded "no" to both questions. Thereafter, between March 5, 2004 and April 26, 2004, Seferian filed 9 amended Form U-4's in connection with his employment with Ehrenkrantz, failing to update his answer to these questions on every occasion.
6. On June 9, 2004, Seferian filed a relicense Form U-4 with the Bureau in connection with

his new employment at Gunnallen. Seferian once again responded “no” to both questions. Thereafter, between June 17, 2004 and November 15, 2004, Seferian filed 10 amended Form U-4's in connection with his employment with Gunnallen, failing to update his answer to these questions on every occasion.

7. Following an inquiry from the Bureau, on March 1, 2005, Seferian updated his Form U-4 by answering “yes” to both questions referred to above and filing an amendment to Form U-4 disclosing the details of the Bankruptcy Petition he filed over five years earlier.

SEFERIAN FILED TWO APPLICATIONS FOR REGISTRATION WHICH CONTAINED  
STATEMENTS WHICH WERE FALSE OR MISLEADING WITH RESPECT TO A  
MATERIAL FACT

N.J.S.A. 49:3-58(a)(1); N.J.S.A. 49:3-58(a)(2)(i)

8. The preceding paragraphs are incorporated by reference as though set forth verbatim herein.
9. Seferian filed Form U-4 relicensure applications with the Bureau on January 30, 2004 and June 9, 2004. As set forth above, both of these filings contained false or misleading statements with respect to a material fact. This is cause, pursuant to N.J.S.A. 49:3-58(a)(2)(i), to revoke Seferian's registration.
10. Based upon the foregoing, the revocation of Seferian's securities agent registration is in the public interest and necessary for the protection of investors.

SEFERIAN FAILED TO PROMPTLY UPDATE A DOCUMENT FILED WITH THE  
BUREAU WHICH BECAME INACCURATE IN A MATERIAL RESPECT  
N.J.S.A. 49:3-59(e); N.J.S.A. 49:3-58(a)(1); N.J.S.A. 49:3-58(a)(2)(ii)

11. The preceding paragraphs are incorporated by reference as though set forth verbatim herein.

12. Seferian was registered with the Bureau on December 7, 1999 when he filed the Bankruptcy Petition. N.J.S.A. 49:3-59(e) required Seferian to promptly update any documents filed with the Bureau, including, *inter alia*, his Form U-4, which became inaccurate in a material respect as a result of the Bankruptcy Petition. Seferian not only failed to update his Form U-4 promptly, he filed 45 subsequent U-4 amendments and two subsequent Form U-4 relicense applications with the Bureau which contained the same materially inaccurate information. It was not until confronted by the Bureau over five years after filing the Bankruptcy Petition that Seferian updated his then current Form U-4 to disclose this material information.
13. The Bureau Chief is authorized to revoke or suspend the registration of a broker-dealer agent upon a finding that he has willfully violated or willfully failed to comply with any provision of the Securities Law or has willfully, materially aided others in such conduct, where the Bureau Chief determines that revocation or suspension is in the public interest, pursuant to N.J.S.A. 49:3-58(a)(1) and (2)(ii).
14. Pursuant to N.J.S.A. 49:3-70.1, any person who violates any provision of the Securities Law shall be liable for up to \$10,000 for the first violation, and up to \$20,000, per violation, for each subsequent violation.
15. Based upon the foregoing, revoking Seferian's securities agent registration is in the public interest and necessary for the protection of investors.

#### CONCLUSION

For the reasons stated above it is on this 29th Day of April 2005 ORDERED that the agent registration of Norair A. Seferian be REVOKED pursuant to N.J.S.A. 49:3-58(a)(1) and N.J.S.A.

49:3-58(a)(2)(i) and (ii), and it is

FURTHER ORDERED that Seferian shall pay a civil monetary penalty to the Bureau in the amount of \$10,000.00 upon execution of this Order for his violations of N.J.S.A. 49:3-59(e).

NEW JERSEY BUREAU OF SECURITIES



Franklin L. Widmann  
Chief, Bureau of Securities

Dated: April 29, 2005

NOTICE OF RIGHT TO HEARING

Pursuant to the Uniform Securities Law (1997), N.J.S.A. 49:3-47 et seq., specifically, N.J.S.A. 49:3-58(c), "The Bureau Chief, for good cause shown, may by order summarily postpone, suspend, revoke or deny any registration, pending final determination of any proceeding under this section. Upon entry of the order, the bureau chief shall promptly notify the applicant or registrant, ... that the order has been entered and of the reasons therefor." Furthermore, pursuant to N.J.S.A. 49:3-58 (c)(1) "The bureau chief shall entertain on no less than three days notice a written application to lift the summary postponement, suspension or revocation on written application...but need not, hold a hearing and hear testimony, but shall provide to the applicant or registrant a written statement of the reasons for the summary postponement, suspension or revocation."

The applicant shall have up to 15 days to respond to the Bureau Chief in the form of a written answer and written request for a hearing. The written answer must specifically address

each of the allegations set forth in the Order. A general denial is unacceptable. At any hearing involving this matter, an individual respondent may appear on his/her own behalf or be represented by an attorney.

Orders issued pursuant to this subsection to suspend or revoke any registration shall be subject to an application to vacate upon 10 days notice, and a preliminary hearing on the order to suspend or revoke any registration shall be held in any event within 20 days after it is requested, and the filing of a motion to vacate the order shall toll the time for filing an answer and written request for a hearing.

If an applicant or registrant fails to respond by filing a written answer and request for a hearing with the Bureau Chief within the 15 day prescribed period, the registrant shall have waived the opportunity to be heard and the order shall remain in effect until modified or vacated.

#### NOTICE OF OTHER ENFORCEMENT REMEDIES

You are advised that the Uniform Securities Law provides several enforcement remedies, which are available to be exercised by the Bureau Chief, either alone or in combination. These remedies include, in addition to this action revoking your registration and the right to seek and obtain civil penalties in an administrative action, the right to seek and obtain injunctive and ancillary relief in a civil enforcement action, N.J.S.A. 49:3-69, and the right to seek and obtain civil penalties in an administrative or civil action, N.J.S.A. 49:3-70.1.

You are further advised that the entry of the relief requested does not preclude the Bureau Chief from seeking and obtaining other enforcement remedies against you in connection with the claims made against you in this action.